

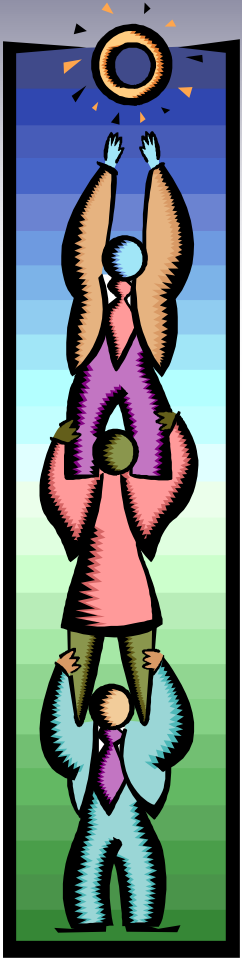
# City of Scottsdale, Arizona

## **Innovations in Citizen Notification & Engagement**

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**Early Awareness + Informed Involvement =  
Quality Built Environment**

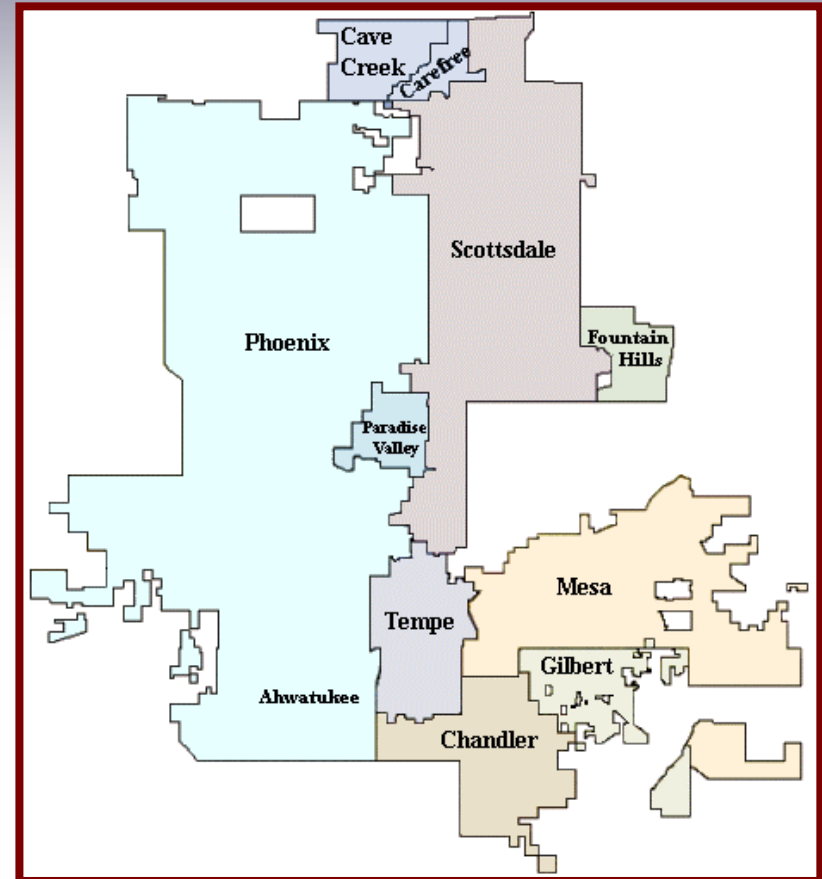
# Citizen Notification & Engagement



- Who We Are
- Identified Goals
- Innovative Solutions
- Measurable Results
- Applications
- Ongoing Initiatives

# Who We Are

- Home to 218,000
- 5<sup>th</sup> Largest City in Arizona
- 185 Sq Miles, with over 110,000 homes
- Annual Budget of \$335 Million
- 2,100 FT Employees



# What We Believe

- **Mission:** Working together to build and preserve Scottsdale as a great community
- **Key Service Objectives:**
  - Community Goals are Priority
  - Proactive Citizen Engagement
  - Exceptional Customer Service
  - Excellent Communication
  - Professionalism and Quality of Work

# Challenge: Proactive Citizen Engagement

## **Goals:**

- Timely Information to Encourage Citizen Involvement
- Expanded Community Awareness
- Simplified Explanation of Scottsdale's Development Process
- Consistent, Predictable and Effective Means of Informing the Community

# Innovative Solutions

## Solutions:

- Enhanced Citizen Review Requirements
- Innovative Postcard Notifications
- Extensive On-line Services



## Benefits Realized:

- Increased Citizen Involvement
- Substantial Cost Savings
- Faster, More Timely Notice
- Decreased Staff Time Required

# Enhanced Citizen Review Process

**Goal:** Ensure notification and community involvement prior to the filing of a formal application.

## **Methods - Applicant Responsibilities:**

- Project Under Consideration sign
- Notices sent to neighbors within 750-feet
- Ads in local paper(s)
- Home Owner Association Review
- Neighborhood Meetings Required
- Citizen Review Report required at application

# What We Do

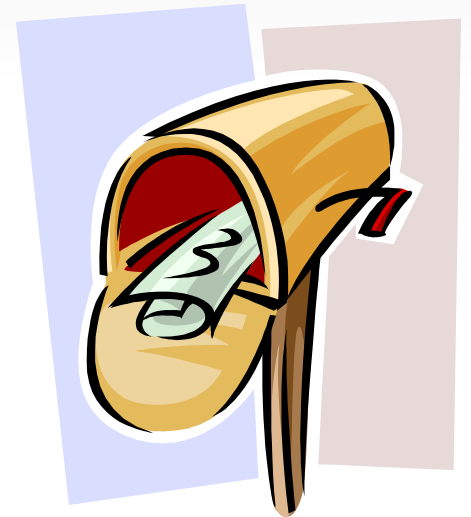
## Case Load

Preliminary meetings to review development options: 420

Public Hearing Cases: 400-500 annually

## 2003 Notifications

- **Open House Notices:** 1,500
- **Early Notification:** 19,000
- **Public Hearing Notices:**
  - Planning Commission - 18,500
  - City Council- 15,000
  - Development Review Board - 2,800
  - Board Of Adjustment - 250





# Innovative Postcard Notifications

57,000 Notices sent in 2003  
400 Separate Mailings

## Traditionally

- \$67,000
- 1,200 hours
- Dissatisfied Citizens

## Postcards

- \$15,500
- 100 hours
- Increased Citizen Involvement

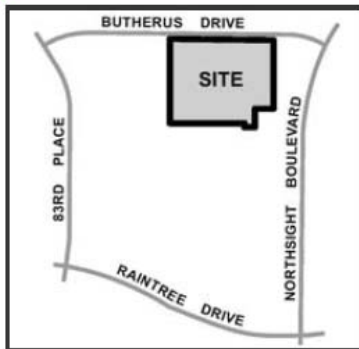
# Mailing On-Line

- Use Anywhere in US
- **Easy to Use** - PC Based
- No minimum quantity requirements
- Ability to Include Maps and Graphics
- **Cost Effective** - ***Discounted Postage Rates***
- **Quick Turn-Around**
- **E-mail Confirmations**
- **On-line Mailing Documentation & Tracking**
- Business Customer Relations Department  
Available for Technical Support



# Anatomy of the Postcard

## PROJECT UNDER CONSIDERATION

**Site Location:**

14870 N Northsight Blvd,  
Suite 112

**Case Name:**

Northsight Village 3

**Case Number:**

16-ZN-2002, 16-UP-2002  
& 18-UP-2002

**Dear Property Owner:**

This is to inform you of a request for rezoning from Central Business District (C-2) to Highway Commercial District (C-3) and use permits for a tire store and an automotive repair facility.

**Staff contact:** Tim Curtis, 480-312-4210

**Applicant contact:** Kristjan Sigurdsson, 602-252-5202

For more information, **call 480-312-7000** or click on the Case Fact Sheets link on our website at:

<http://www.ci.scottsdale.az.us/onestopshop/>

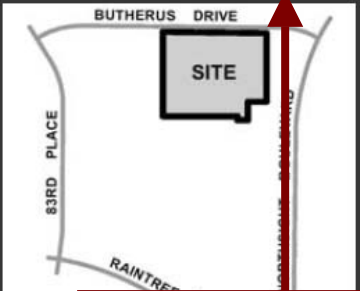
Public comment regarding this case will be heard at the City Council hearing listed below. Please call 480-312-7000 to confirm the date and time of the hearing.

**Hearing Date:** November 5, 2002 @ 5:00 P.M.

**Location:** City Hall Kiva, 3939 N. Drinkwater Blvd


The case file may be viewed at Planning and Development Services, 7447 E Indian School Road, Suite 105

# Anatomy of the Postcard

PROJECT UNDER CONSIDERATION		CITY OF SCOTTSDALE
	<p><b>Dear Property Owner:</b></p> <p>This is to inform you of a request for rezoning from Central Business District (C-2) to Highway Commercial District (C-3) and use permits for a tire store and an automotive repair facility.</p> <p><b>Staff contact:</b> Tim Curtis, 480-312-4210</p> <p><b>Applicant contact:</b> Kristian Sigurdsson, 602-252-5202</p>	
<div><p><b><u>Color Banner</u></b></p><p><b>Color of postcard banner corresponds to color of signs posted on the site.</b></p></div>		the City of
<b>Case Number:</b> 16-ZN-2002, 16-UP-2002 & 18-UP-2002	<b>Hearing Date:</b> November 5, 2002 @ 5:00 P.M. <b>Location:</b> City Hall Kiva, 3939 N. Drinkwater Blvd	
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**Project Description**

**A brief, “user-friendly”  
description explains the project.**

# Anatomy of the Postcard


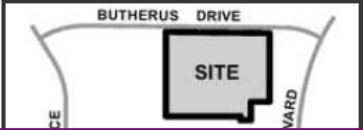
PROJECT UNDER CONSIDERATION		CITY OF SCOTTSDALE
	<p><b>Dear Property Owner:</b></p> <p>This is to inform you that the City of Scottsdale is considering a project in the Central Business District (C-3) and an automotive repair facility.</p> <p><b>Staff contact:</b> [Redacted]</p> <p>Applicant contact: [Redacted]</p> <p>For more information, please contact the Planning and Development Services Department. Case Fact Sheets link on our website at:</p> <p><a href="http://www.ci.scottsdale.az.us/onestopshop/">http://www.ci.scottsdale.az.us/onestopshop/</a></p> <p>Public comment regarding this case will be heard at the City Council hearing listed below. Please call 480-312-7000 to confirm the date and time of the hearing.</p> <p><b>Hearing Date:</b> November 5, 2002 @ 5:00 P.M. <b>Location:</b> City Hall Kiva, 3939 N. Drinkwater Blvd</p>	
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## Property Location

Site Location and Map help orient the project in relation to their property.



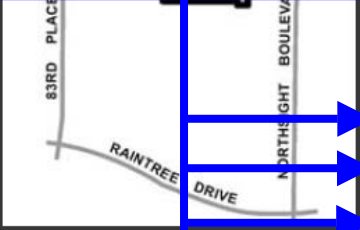
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PROJECT UNDER CONSIDERATION		
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<b>Hearing Information</b> Hearing date, time and location are conveniently placed in one area for quick reference.		<b>Curtis, 480-312-4210</b> Einar Sigurdsson, 602-252-5202 Call <b>480-312-7000</b> or click on the our website at: <a href="http://scottsdale.az.us/onestopshop/">scottsdale.az.us/onestopshop/</a>
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# Anatomy of the Postcard

## Additional Resources

Each postcard includes at least 4 methods of obtaining additional information.

	<p><b>Consideration</b></p> <p>Owner: [redacted] you of a request for rezoning from District (C-2) to Highway Commercial District (C-3) and use permits for a tire store and an automotive repair facility.</p>
<p><b>Site Location:</b> 14870 N Northsight Blvd, Suite 112</p>	<p><b>Staff contact:</b> Tim Curtis, 480-312-4210</p> <p><b>Applicant contact:</b> Kristjan Sigurdsson, 602-252-5202</p> <p>For more information, <b>call 480-312-7000</b> or click on the Case Fact Sheets link on our website at: <a href="http://www.ci.scottsdale.az.us/onestopshop/">http://www.ci.scottsdale.az.us/onestopshop/</a></p>
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# Additional Uses

- **Self Mailers**
- **Brochures & Flyers**
- **Business Reply**
- **Customer Surveys**

# Extensive On-line Services

## **On-line Case Fact Sheets Electronic Packets**

### **Project Information**

- Single location for all project information throughout public hearing process
- Project summary posted within 48-hrs of formal submittal
- Application materials scanned and posted

### **Hearing Information**

- “Click-able” Agendas
- Hearing dates listed
- Staff reports posted as available
- Vote posted within 24-hrs
- Link to minutes provided for easy review

# Measurable Results

- **Early awareness** of proposed development
- **Expanded understanding** of city's development process
- **Increased Attendance** at Public Meetings and open houses
- **Expanded access** to development information
- **Improved Customer Service**
- **Decrease in Staffing Needs**
- **Significant Cost Savings**

# Additional Applications

## Information & Involvement:

- Federal, State, City
  - ✓ *Capital Projects*
  - ✓ *Special Events*
  - ✓ *Community-wide Issue Alerts*
  - ✓ *Small Business Development*
- Community & Home Owners Associations
- Chamber of Commerce
- *Endless Possibilities...*

# For More Information

**Beckye Frey**, Customer Relations Specialist

**City of Scottsdale**

**Planning & Development Services Department**

7447 E Indian School Road, Suite 105

Scottsdale, AZ 85251

E-Mail: [PlanningInfo@ScottsdaleAZ.gov](mailto:PlanningInfo@ScottsdaleAZ.gov)

Phone: (480)-312-7800

Fax: (480) 312-7088